Checklist for new clients

Tell us about you

- ☐ Why are you interested in a website?

- ☐ What sort of image would you like to portray on your site? What do you envision for your new site?

- ☐ Are there any internet sites you are especially fond of?

Your audience

- ☐ Who is your audience? Who will be using your site?

- ☐ What are they looking for? What information do people regularly request from your phone staff?

- ☐ What do you want to tell them? Do you regularly send your audience notifications, newsletters, etc?

Your resources and goals

- ☐ Are there any important agency goals or initiatives we should be aware of?

- ☐ What (in your opinion) is the most important work your agency performs?

- ☐ Any alternate or secondary goals (these might include recruitment of new staff, informing the public of functions you do not perform, etc.)?

- ☐ Do you have specific upcoming events or important dates we should note?

- ☐ Do you have an official mission or motto?

- ☐ Do you have a logo, communication style, or photos we should incorporate into your site?

Communication and decisions

- ☐ Who will be Access Idaho's main contact during this project?

- ☐ Who else will have input?

- ☐ Who is the final decision-maker?

Maintenance and technical

- ☐ Who will maintain your site?

- ☐ What software is available to them?

- ☐ What technical training does your staff need?

- ☐ Would you like us to put together a finished site for you, or would you prefer a framework in which you will enter your content?

- ☐ Where would you like your new site hosted?

Potential roadblocks

- ☐ What obstacles do you see that could impede our success?

Promoting your own site

- ☐ How are you going to tell your target audience about your new site?

- ☐ What are some words or phrases people use when looking for you or your information?